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## **INFORMATION AND ANALYTICAL ACTIVITY IN INTERNATIONAL REGIONAL AND COUNTRY STUDIES**

## **ІНФОРМАЦІЙНО–АНАЛІТИЧНА ДІЯЛЬНІСТЬ У МІЖНАРОДНИХ РЕГІОНАЛЬНИХ ТА КРАЇНОЗНАВЧИХ ДОСЛІДЖЕННЯХ**

## **ИНФОРМАЦИОННО-АНАЛИТИЧЕСКАЯ ДЕЯТЕЛЬНОСТЬ В МЕЖДУНАРОДНЫХ РЕГИОНАЛЬНЫХ И СТРАНОВЕДЧЕСКИХ ИССЛЕДОВАНИЯХ**

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***Abstract.** Under the concept of information and analytical activity we understand a kind of special mental, intellectual human activity, as a result of which in the process of successive actions for the search, accumulation, processing, analysis of the original source an analytical forecast or review is created.*

*At present, it is the information and analytical activity that enables managers to make the right decisions in the face of modern, difficult to predict, crisis phenomena of today. Based on the abovementioned, it can be stated that it is the information and analytical processes that allow*

*public authorities of different countries around the world and regional associations to make effective management decisions, predicting in advance the consequences of both decision and no decision.*

*Analytics and information appear to be a new type of product, with universal economic properties, which are defined in unlimited reproduction, accumulation, use and at the same time a way to study phenomena / processes at both macro and micro levels.*

*In scientific research, information analytics primarily performs the task of qualitative and meaningful transformation of primary information, functionally intersecting in this regard with scientific (production of new knowledge) and management (development of solutions, scenarios) activities.*

*Information and analytical activity is interconnected with science through the information method of cognition and scientific analysis of reality, and with management - the applicable nature of analytics (solving specific information needs and problems of the customer).*

*Information and analytical activity is a broader area of research. It includes the selection and systematization of facts on a particular issue, their evaluation, selection, interpretation, clear and thoughtful presentation in oral or written form. It is worth noting that the extraction of necessary materials, activity related to the acquisition, systematization, translation and distribution of books and documents are not included here. Hence the purpose of such activities is to get the most out of the available information in order to understand and assess the situation properly, see it in the long run, and ultimately - to eliminate future threats.*

**Key words:** *information and analytical activity, analytics, information, scientific research, country studies, regional research, decision making.*

**Анотація.** *У статті розглянуто найважливіші теоретичні питання інформаційно-аналітичної діяльності, яку використовують при вивченні міжнародних регіональних та країнознавчих процесах/явищах. Досліджується проблема інформаційного забезпечення прийняття зовнішньополітичних рішень. Розглядаються методи дослідження інформації. Відслідковується взаємозв'язок між розвитком суспільства та зростанням потреби в інформації. Визначено та сформовано методи застосування інформаційно-аналітичної діяльності у наукових дослідженнях.*

**Ключові слова:** *інформаційно-аналітична діяльність, аналітика, інформація, наукові дослідження, країнознавство, регіональні дослідження, прийняття рішень.*

**Аннотация.** *В статье рассмотрены важнейшие теоретические вопросы информационно-аналитической деятельности, используемой при изучении международных региональных и страноведческих процессов/явлений. Исследуется проблема информационного обеспечения принятия внешнеполитических решений. Рассматриваются методы исследования информации. Отслеживается взаимосвязь между развитием общества и ростом потребности в информации. Определены и сформированы методы применения информационно-аналитической деятельности в научных исследованиях.*

**Ключевые слова:** *информационно-аналитическая деятельность, аналитика, информация, научные исследования, страноведение, региональные исследования, принятие решений.*

**Introduction.** *At present, the processes of globalization, technical equipment and complex structure of the world give a significant role to information and analytical activities. This, in its turn, is the result of the complexly regulated development of all processes and phenomena in the economic, social, state-building and political spheres. Studies of any phenomena/ processes require forecasting for further development, risk protection and analytics. It is the process of information and analytical activity that provides an answer to the further development of the world as a whole.*

**Analysis of recent research and publications.** Information and analytical activity has been studied in the scientific works of the following scientists: S. Vyrovyi, D. Zviahina, Y. Klinshans, Y. Popov, S. Teleshun, O. Tytarenko, I. Reiterovych and others.

**The purpose of the article.** To carry out the systematization of the use of information and analytical activity in international regional and country studies.

**Research results.** Under the concept of information and analytical activity we understand a kind of special mental, intellectual human work, as a result of which in the process of successive actions for the search, accumulation, processing, analysis of the original source an analytical forecast or review is created.

Currently, it is information and analytical activity that enables senior managers to make the right decisions in the face of modern, difficult to predict, crisis phenomena of today. Based on the abovementioned, it can be stated that it is information and analytical processes that allow public authorities of different countries around the world and regional associations to make effective management decisions, predicting in advance the consequences of their adoption or rejection.

In international and country studies, information and analytical activities performs the functions shown in Fig. 1:

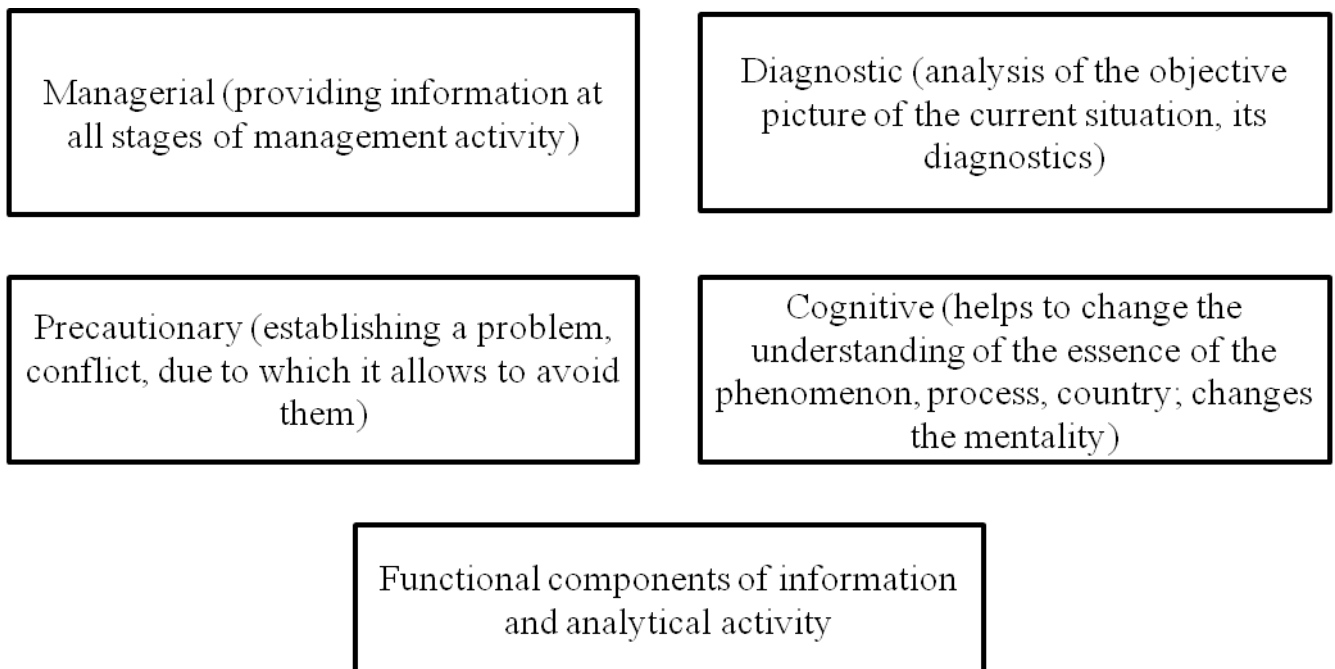


Fig. 1. Functional components of information and analytical activity

Based on the functions of information and analytical activity, we can identify two conditions that change the consequences of decisions made and research:

- a direct result is obtained, which arises as a result of the search for the optimal solution for research in country studies and regions.
- changing knowledge and perceptions about the phenomenon or object being analyzed.

Therefore, it can be stated that analytics and information appear to be a new type of product, with universal economic properties, which are defined in unlimited reproduction, accumulation, use and at the same time a way of studying phenomena/ processes at both macro and micro levels.

Information and analytical activity by its origin in the use in country and regional studies can be, again, conditionally divided into primary and secondary. Primary – presents analytical data, collected at the beginning of the topic research, while secondary - is a result of studying the research topic.

In scientific research information analytics primarily performs the task of qualitative and meaningful transformation of primary information, functionally intersecting in this regard with scientific (production of new knowledge) and managerial (development of solutions, scenarios) activities.

In international regional and country studies information and analytical activity is characterized by a certain systematic approach, which is shown in Fig. 2:

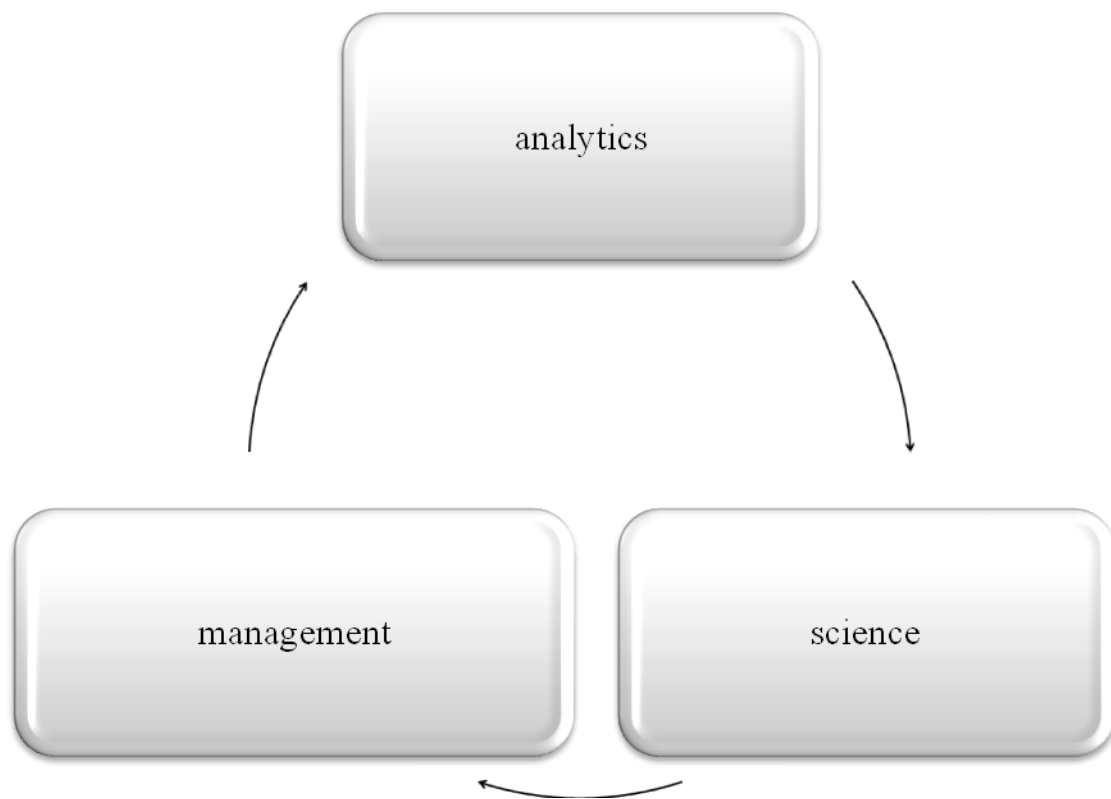


Fig. 2. Systematic character of information and analytical activity in scientific research

Information and analytical activity is connected to science through the information cognitive style and scientific analysis of reality, and with management – through the applied nature of analytics (solving specific information needs and problems of the customer).

Analytical activity, based on the information structure (imprints of events, facts, actions, ideas, thoughts, feelings of people, natural, social, political, financial, economic processes in the information space) determines the patterns and direction of new trends, establishes cause-and-effect relationships. In this case analytical activity forms new knowledge of that sphere of study, which is in the field of analysis.

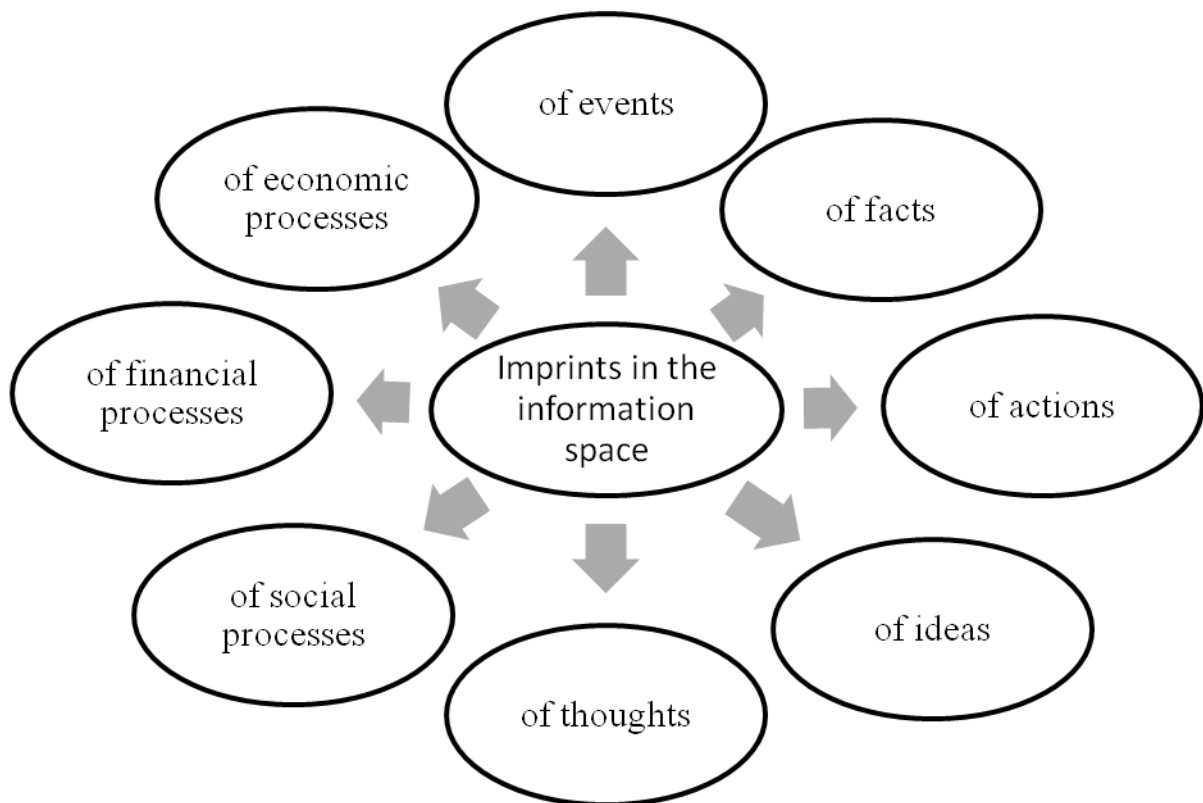


Fig. 3. Information structure of analytical activity

It should be noted that there is a significant difference between the nature of analytical activity and classical scientific research. First of all, scientific research, classically, is formed on the objective laws of the studied process/ phenomenon, which have a tendency to repetition, stable connections, general parameters of the studied area. Information and analytical activity is based on scientific knowledge, generalized patterns, evaluates real facts and events while giving a predictive aspect of development based not only on generalized typical parameters, but also a range of factors and including random influences, conflict of interests with active participation of social processes.

Based on the abovementioned, information and analytical activity is a broader area of research. It includes the selection and systematization of facts on a particular issue, their evaluation, selection, interpretation, clear and thoughtful presentation in oral or written form. It is worth noting that the extraction of necessary materials, activities related to the acquisition, systematization, translation and distribution of books and documents are not included here. Hence the purpose of such activities is to get the most out of the information available in order to understand and assess the situation properly, see it in the future, and ultimately – to eliminate future threats.

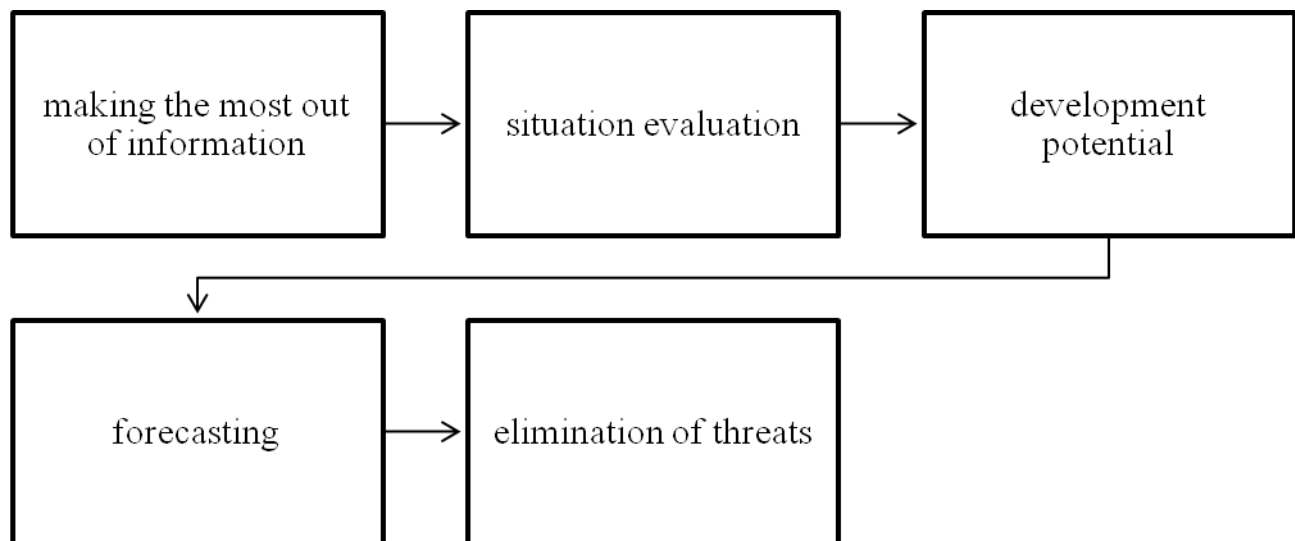


Fig. 4. The purpose of information and analytical activity in regional and country studies.

The essence of information and analytical activity is the disclosure of the sense of the process/ phenomenon, comparison of facts and processes, the perspective of the development of the situation/ phenomenon/ process, data transfer for further use.

Information analytics in research has two types of manifestation: strategic and tactical. Strategic information and analytical activity is formed on the basis of concepts, means and methods to collect the main, timely information for further processing, analysis and construction of a new high-quality information product. Tactical information and analytical activity is determined in each specific study depending on the task (search for partners, markets, sources of funding, degree of risk, etc.).

Objects of information and analytical activity	information and analytical products;
	databases;
	hardware facilities;
	computers, means of communication;
	software;
	antivirus programs, interactive graphics, spreadsheets, multimedia tools
	information services;
	information retrieval system technologies

Fig 5. Objects of information and analytical activity in scientific research

Subjects of information and analytical activity	a personality;
	a state;
	producers of primary information;
	producers of secondary information (bibliographical references);
	information centers, institutes;
	technical means of information processing;
	information processing software;
	information intermediaries (brokerage institutions);
	Internet providers;
	developers of means of communication.

Fig 6. Subjects of information and analytical activity in scientific research

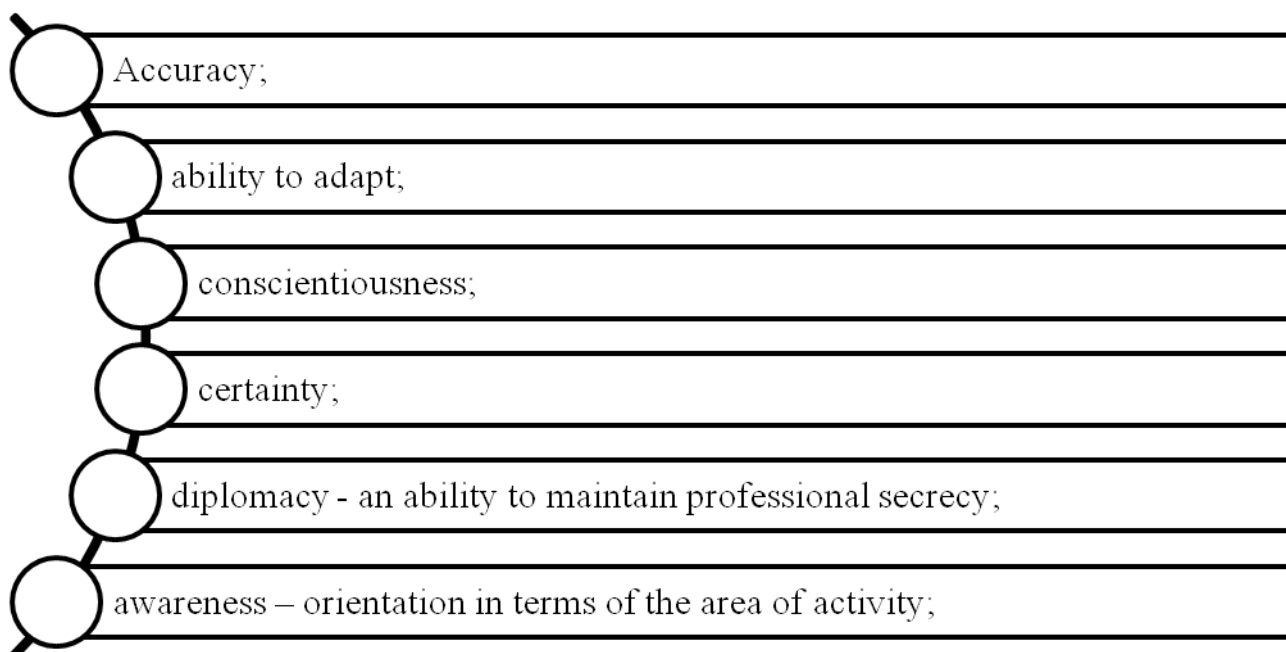


Fig. 7. Necessary skills in carrying out information and analytical activity in international regional and country studies

The main methods of information and analytical activity in international regional and country studies:

- Historical method – consideration of a phenomenon/ process/ object with all historical features and chronological sequence;
- Analysis – the division of the phenomenon/ process/ object into constituent parts with their further study;
- Method of synthesis – a combination of components (properties, features, relationships) with the disclosure of the role of each component;
- Method of analogies – a kind of comparison of similarities and differences (assumptions with a subsequent possible hypothesis);
- Hypothesis – scientific assumptions about further possible development of properties, consequences, connections of research;
- Comparison;
- Method of relation network - the establishment of optimal organizational structures of institutions, governments in the selection of probable senior and middle managers;
- Content analysis;
- Observation;
- Method of regularities;
- Modeling method;
- System method – combination of information data into a system;
- Method of empathy – imagining yourself as part of the studied phenomenon/ process/ object and understanding the next steps from this position.

**Conclusions.** Information and analytical activity is a concept of a broader meaning, which means that the activity is much broader and is not limited to one subject area. It is a complex of intelligent technologies, which establishes the fundamental essence of the phenomenon/ process/ object of research, reveals the development trend and creates a scientific basis for effective



forecasting. It is a process of effective emphasizing of the main information and approbation of the created model of development of research and a way of forecasting in the future.

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